



## **Business Development Manager (Full Time Maternity Cover - 12 month Temporary Contract)**

We're looking for a new team member to join our London HQ and help grow our network of franchisees in the UK.

### **HPY Franchising**

Our franchisees are the lifeblood of our business. They are individuals and teams who take our concept, brand, business infrastructure and know-how to create a Hotpod Yoga business in their local area.

We work very closely with our franchisees - helping them with the business planning, providing extensive training and by working side-by-side with them throughout their journey. We push ourselves to provide the very best business environment for them - through great technology, proven best practice, smart use of data and a strong brand. But, above all of that we're also on-hand to share our experience and expertise on an ongoing basis - advising around all key business functions to maximise the success of their business.

We may be a yoga business, but we're a long way from what you may be imagining. Founded by a management consultant 10 years ago, our business is built on smart use of data, technology and constant analysis. In normal times, the majority of our existing franchisees are running businesses with revenues in the region of £100k-£260k.

### **This role**

*What does it involve?*

We're looking for someone to join our London HQ team, helping to drive expansion and grow our franchise network. This role will be reporting into our Head of Franchise Growth.

Until now, the size of our franchise network has doubled every year quite organically (covid aside). Now with 60 locations, we're looking to drive this growth forward and bring on someone with strong sales experience who can help grow our franchise network. We're ambitious and

we've got big plans for UK growth, so this is an exciting opportunity to make a big impact at Hotpod yoga.

As a Business Development Manager you would be responsible for:

- Managing the entire Franchise enquiry process, from an initial enquiry, to business planning, all the way through to a successful signing and launch.
- Working with our Teaching Team to cross-sell our 200 hour Yoga Teacher Training to eligible applicants, managing the enquiry and sales process before it is handed over to the operations team.
- Working closely with our Marketing Team to ensure that they are generating quality leads.
- Creating compelling and useful collateral to ensure successful signings.
- Speaking to potential Franchisees, answering questions about the business model, helping them with their business plans, assigning territory and generally being the go to person for all queries relating to signings.
- Being the main point of contact at an early stage for potential Franchisees (it is crucial that you are able to develop strong and trusting relationships, with ease)
- Growing the Franchise network, only bringing on Franchise partners who will go on to do great things and run successful businesses, so while there is an ambition to grow, maintaining the quality of our network is also key.
- Creating processes and systems that streamline and improve the experience of potential Franchisees.
- Accelerate the flow of the Franchise opportunities through the pipeline.

You will work closely with the Franchise Growth Team through the launch process to start and build businesses for new franchisees too. Armed with an understanding of our best launch practices developed over the last 10 years, you'd have input with rolling out solutions, and providing day-to-day support to franchisees as they grow their businesses. It's fast-paced, high-satisfaction and very multi-faceted.

Occasional travel within the UK will be required - approximately 10% of the time. You will ideally be based in London where we operate a hybrid working model with a minimum requirement of 3 days working from the HQ in Brixton.

*Who's it for?:*

Hotpod yoga is a fast growth, exciting business - we're ambitious, driven and passionate about what we do. We want team members to share that ambition with us and be motivated to grow a great business - with our franchisees at the core of that. We're a yoga business (obviously), and we all love a bit of yoga, but we're not evangelical... being a yoga obsessive isn't a prerequisite -

but it's probably helpful if it's something you can get interested in and passionate about (you'll be surrounded by it, after all!)

The following skills are a requirement for the role:

- Strong communication and relationship management skills
- The ability to build trust and rapport with potential franchisees
- A background in sales or business development required
- A good understanding of setting up a business, commercials, and the challenges that a potential franchisee might face
- A problem solver, who can identify opportunities to continuously develop and improve the systems in place; we pride ourselves on constant innovation and improvement, and as we grow it's particularly crucial that we're improving our systems to keep pace.
- A proven track record of building a strong pipeline of relevant opportunities to deliver against sales targets

**Salary:** Up to £40K depending on experience